

## ABSTRACT OF THE DISCLOSURE

The present invention relates to a process for preparing or selecting  
5 compositions having a fragrance burst of at least 20% relative to a product before  
dilution as well as enhanced deposition. The composition is selected such that perfume  
and surfactant in said composition yields a calculated “Perfume Burst Index” (PBI) value  
of less than 3 as per algorithm defining the PBI.

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PROVISIONAL PATENT